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CITY OF BRANSON

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NEWS RELEASE

August 23, 2011

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Action taken by Branson Board of Aldermen at August 23, 2011 meeting

CONSENT AGENDA - SECOND READING AND FINAL PASSAGE BILLS

City renews contract with Conservation Department for boat dock space

The Missouri Department of Conservation leases a space on the city owned boat dock by the Compton Wastewater Treatment Plant at the end of Compton Drive. The Conservation Department boat releases trout up and down Lake Taneycomo. The lease agreement, approved by the Board on first reading, is for one year at an annual rate of \$1,467.

REGULAR AGENDA ITEMS (Presentations and 1st Readings)

Board sets tax rate levy for properties in city of Branson

Aldermen approved a property tax levy of \$0.5394 per \$100 of assessed valuation in the city limits of Branson that will be collected in 2012. That's about 4% more than this year's property tax, which had a levy of \$.5186. On a \$150,000 home in Branson, the city's property tax next year will be \$153.75 compared to \$147.80 this year. When the assessed valuation in the city decreases, the city is allowed to increase its tax rate to offset the loss in assessed valuation and the loss in revenues. The city's assessed property valuation fell more than \$9 million dollars from 2010.

Presentation by Table Rock Lake Water Quality on the Lake Taneycomo Watershed Management Plan

Tammy Trantham, Education Outreach Director for Table Rock Lake Water Quality, made the presentation. She said creating a watershed management plan greatly increases the chances for state and federal funding to address specific water quality problems. Her goal is to gain support of citizens and local governments to build awareness for water issues surrounding Lake Taneycomo. Trantham said her organization will be conducting several public meetings to obtain public input in developing the watershed plan that she hopes to have completed in December 2012. The next public meeting will be September 13, 5:30 p.m. at the Branson RecPlex.

Also, the 2nd Annual Lake Taneycomo Cleanup will be held September 10 from 9 a.m. to 1 p.m. with meeting locations at Rockaway Beach, Forsyth and the Branson RV Park.

Second quarter marketing report from the Branson Lakes Area Chamber of Commerce & CVB

As expected, Branson visitation for the first six months of this year is down 3.3% or about 90,000 visitations. According to Chamber officials, Branson was likely taken out of many travelers' consideration set due to the faltering economy and when the floods and tornado hit in the spring. The Missouri River flooding did not help and the summer "heat dome" of triple digit temperatures has not been kind, either. Officials say once removed, it is difficult to make it back into a consideration set. However, Branson still has the fall and Christmas seasons ahead, which are popular times of the year for visitors.

The chamber's marketing strategy going forward is to appeal to Boomer couples, younger adults and families.

Approval given for new marquee sign at RecPlex

A South Dakota company, Daktronics Inc, received the bid to construct a marquee sign with reader board in front of the Branson RecPex on Branson Hills Parkway. The marquee display will serve two purposes: better advertise the location of the RecPlex and Skaggs Fitness Center, which is located in the RecPlex; and display upcoming events or general information. The bid was \$26,012, which will be split 50/50 between the city and Skaggs.

(Audio of the entire Board of Aldermen meeting can be accessed by going to www.bransonmo.gov and clicking on the "Agenda & Minutes" link in the upper left hand corner of the website.)